

Exhibit 10

[f](#) [t](#)

GET YOUR PRODUCT REVIEWED [VISIT HONEST REVIEWS UK](#)

**Honest★★★
REVIEWS**

The Most Comfortable Bed
Read the Honest Review now nectarsleep.com

[Home](#) > [Industry News](#) > [Purple vs GhostBed Mattress Comparison](#)

INDUSTRY NEWS **MATTRESS COMPARISONS**

Purple vs GhostBed Mattress Comparison

By honest mattress reviews 5 min read



Purple vs GhostBed Mattress Comparison

The Most Comfortable Bed
Read the Honest Review now nectarsleep.com

846 SHARES [Facebook](#) [Twitter](#) [Google+](#) [Pinterest](#) [LinkedIn](#)

Round 1 | Mattress Quality + Support Value

PURPLE VS GHOSTBED MATTRESS QUALITY + SUPPORT VALUE		
ROUND ONE	purple	GHSTBED
Top Layer	2" Polymer	1.5" Latex Foam
Middle Layer	3" Polyurethane Foam	2" Gel Memory Foam
Bottom Layer	4" Polyurethane Foam	7.5" High Density Support Foam
Cover Material Rating	9 /10	9 /10
Total Mattress Height	9.5" Height	11" Height
Firmness Rating	6.4 /10	6.7 /10
Support Rating	Up To 300 Per Side	Up To 400 Per Side
Reduced Motion Transfer Rating	8 /10	9 /10
ROUND ONE SCORE	7.8 PTS	9 PTS

Round 1 Summary: We really liked both mattresses here. One has a unique approach to what creates comfort in the form of a rubber-like polymer (Purple) while the other has 15+ years of high-end mattress creation experience. Round one really comes down to quality and support values. GhostBed's 1.5" additional height makes a huge difference in weight distribution. This means if you're a heavier individual you will have more support on the GhostBed. Purple's 2 polyurethane foam layers are basically just different density base filler foams. The GhostBed mattress has two layers of technology in cooling and memory foam.

[Visit OnPurple.com](#) [Visit GhostBed.com](#)

[Our Purple Review](#) [Our GhostBed Review](#)

Not Available On Amazon [Amazon Reviews](#)

Round 2 | Cooling + Comfort

PURPLE VS GHOSTBED MATTRESS COOLING + COMFORT		
ROUND TWO	purple	GHSTBED
Cover Cooling Rating	7.9 /10	7.5 /10
Foam Cooling Rating	7.2 /10	8 /10

120 Days of Less Back Pain
120-day Home Trial.
Spinal Zone Technology.
Chiropractor Approved.

[SHOP NOW](#)

DID YOU SEE THIS?



Buy Smart. Sleep Well.

Denver Mattress Company
SELLING REST BED

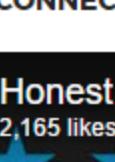
ALL THE BEST DISCOUNTS AND PROMOTIONS
Access All Of The Deals - Click Here

SHARE YOUR NEWS WITH OUR AUDIENCE
Ready? Click Here To Learn More

Honest PR Platform

STAY CONNECTED

 Honest Mattress Reviews
2,165 likes

 honest mattress reviews

[Like Page](#) [Learn More](#)

Child's Comfort Rating	8 /10	8 /10
Teen's Comfort Rating	9 /10	8 /10
Millennial's Comfort Rating	8 /10	9 /10
Gen X's Comfort Rating	7 /10	7 /10
Baby Boomer's Comfort Rating	6 /10	7.5 /10
Light Weight Comfort Rating	8 /10	7 /10
Average Weight Comfort Rating	7 /10	8 /10
Heavy Weight Comfort Rating	6 /10	9 /10

ROUND TWO SCORE 7.9 PTS 8 PTS

Round 2 Summary: This comparison required a large group of testers to provide the most accurate comparison data. For each segment, we tested ten different people for each age category. This provided us the ability to find the average total combined scores. The key takeaway from round two is that both mattresses provide great cooling and comfort.

[Visit OnPurple.com](#)

[Visit GhostBed.com](#)

[Our Purple Review](#)

[Our GhostBed Review](#)

Not Available On Amazon

[Amazon Reviews](#)

Round 3 | Cost Value + Sleep Trial

PURPLE VS GHOSTBED COST VALUE + SLEEP TRIAL

ROUND THREE	purple	GHSTBED
Twin	Not Offered	\$495
Twin XL	\$699	\$600
Full	Not Offered	\$675
Queen	\$999	\$750
King	\$1299	\$900
California King	Not Offered	\$925
Sleep Trial Duration	100 Nights	101 Nights
Sleep Trial Rating	8 /10	8 /10
Free Shipping	Yes	Yes
Free Returns	Yes	Yes
Warranty Duration	10 Years	20 Years
Warranty Duration Rating	6 /10	10 /10

ROUND THREE SCORE 6 PTS 10 PTS

Round 3 Summary: This rating is all based on protecting your investment. GhostBed is clearly better priced while providing a longer warranty. After researching over 40+ mattresses on the market the GhostBed provides the longest warranty on the market. Both mattresses provide a quality night's sleep but the score here clearly reflects the better investment.

[Visit OnPurple.com](#)

[Visit GhostBed.com](#)

[Our Purple Review](#)

[Our GhostBed Review](#)

Not Available On Amazon

[Amazon Reviews](#)

GhostBed vs Leesa Mattress Comparison

PURPLE VS GHOSTBED COMPARISON RATING

FINAL SCORE	purple 22 /30	GHSTBED 27 /30
-------------	---------------	----------------

Overall Summary: Purple has become a brand we've come to love from a creative standpoint because of their viral videos. GhostBed comes from Nature's Sleep, a high-end brand selling to companies like Macy's and Wayfair. In this comparison, experience beats marketing when evaluating the complete overall value.

[Visit OnPurple.com](#)[Visit GhostBed.com](#)[Our Purple Review](#)[Our GhostBed Review](#)[Not Available On Amazon](#)[Amazon Reviews](#)

Disclaimer

846
SHARES[Facebook](#)[Twitter](#)[Google+](#)[Pinterest](#)[LinkedIn](#)
[Tags](#) [GhostBed](#) [GhostBed Mattress](#) [GhostBed vs Purple](#) [GhostBed vs Purple Comparison](#) [Purple](#) [Purple Mattress](#)
[Purple vs GhostBed](#) [Purple vs GhostBed Comparison](#)

Powered by Google

[Best Reviewed Mattress](#)[Purple Mattress Is Suing Honest...](#)[GhostBed™ Memorial Day Sales - Up to...](#)[GhostBed™ vs Leesa Mattress Comparison](#)

Ad Saatva

honestmattressreviews.com

Ad ghostbed.com

honestmattressreviews.com

[Snagit - Get Started Free](#)[Tempur Leaving Mattress Firm Could...](#)[Tuft & Needle vs Love & Sleep Mattress...](#)[Top Rated Mattress Comparisons &...](#)

Ad Snagit®

honestmattressreviews.com

honestmattressreviews.com

honestmattressreviews.com

Previous article

[\[SOCIAL GOOD\] Hundreds Of People In Need Helped By This World Record Human Domino Attempt](#)

Next article

[Leesa vs Tuft & Needle Mattress Comparison](#)

MORE BY HONEST MATTRESS REVIEWS

MORE IN INDUSTRY NEWS

[Apple's Co-Founder Helps Mattress Firm Market Its Serta Simmons Products](#)[The Truth About Purple's Desperation To Smear The Truth](#)[International Business News | Honest Mattress Reviews Sued By Purple Over 'Non-Toxic Powder'](#)

2 hours ago

2 days ago

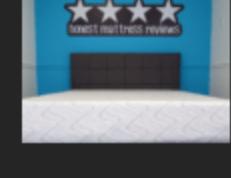
2 days ago

Load More By honest mattress reviews ▾

Comments are closed.



POPULAR NEWS

[Denver Mattress Company Selling Rest Bed](#)[Love & Sleep Mattress Customer Reviews](#)[GhostBed Mattress Customer Reviews](#)

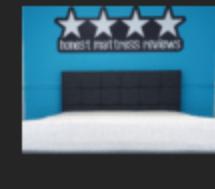
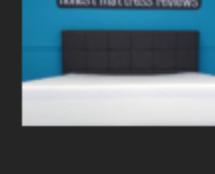
HONEST MATTRESS REVIEWS

[Get Your Product Reviewed](#)[Get Published! Contribute An Article](#)[What Is Honest Mattress Reviews Platform?](#)

HONEST REVIEWS COMPANY

[Staff Favorite News](#)[Beauty Reviews](#)[Home & Kitchen](#)[Fitness & Wellness Reviews](#)[Business Reviews](#)[Electronics Reviews](#)

EDITOR PICKS

[GhostBed Mattress Review](#)[Leesa Mattress Review](#)[Tuft & Needle Mattress Review](#)

Top Tags

GhostBed

Nest Bedding

Purple Mattress

Kickstarter

Casper

Mattress Firm

Eve Mattress

Tuft & Needle

Casper Mattress

Purple

Leesa Mattress

Yogabed

Leesa

Sleep Number

Honest Mattress Reviews



ABOUT US

Honest Mattress Reviews provides genuine reviews of mattresses, pillows and sleep technology.

Most mattress review websites receive affiliate payments in exchange for driving traffic and providing bias reviews.

Our website receives zero affiliate commissions.

FOLLOW US



